Content Snacking and Pricing in Mobile Channels

Abstract

Digital media consumption has been shifted from traditional broadcast channels, to online channels, and more recently to mobile channels. As the access to mobile devices and media has increased dramatically, users tend to snack on the content. Content snacking behavior refers to the phenomenon that users although consume a large amount of content, often set a short attention span to a piece of content. This study examines users’ content snacking behaviors of digital comic books using mobile devices. Three decisions regarding content consumption are examined, (1) whether or not to stop the current session after ending a chapter; (2) whether to switch to a different comic book or reading a chapter from the same book after ending a chapter; (3) how long to read the current chapter. We examine how situational factors and prices impact these decisions. This study will generate important implications on content pricing and consumer retention.